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THE WORLD IN ACTION

30 second Avaaz.org spoof ad
Release Tuesday 28 April 2009

Coal and Oil Industry CEO: One of the biggest challenges for those of us in the oil and coal industry is preventing strong action on climate change.

CEO: It used to be easy. We ignored the problem, bought bigger and bigger private jets, and politicians always followed our lead.

CEO: But now, leaders are negotiating a binding global treaty to stop the climate crisis.

CEO: They'll create millions of jobs in a new, cleaner economy.

CEO: My jet! [image of CEO's jet]

CEO: so our new strategy - run ads with fancy graphics to show you we care while we're lobbying politicians to punch the treaty full of loopholes.

But your leaders are committing to a global treaty - please, don't hold them to it.

END TAG: Don't leave climate change to oil companies

BINDING GLOBAL CLIMATE TREATY NOW

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